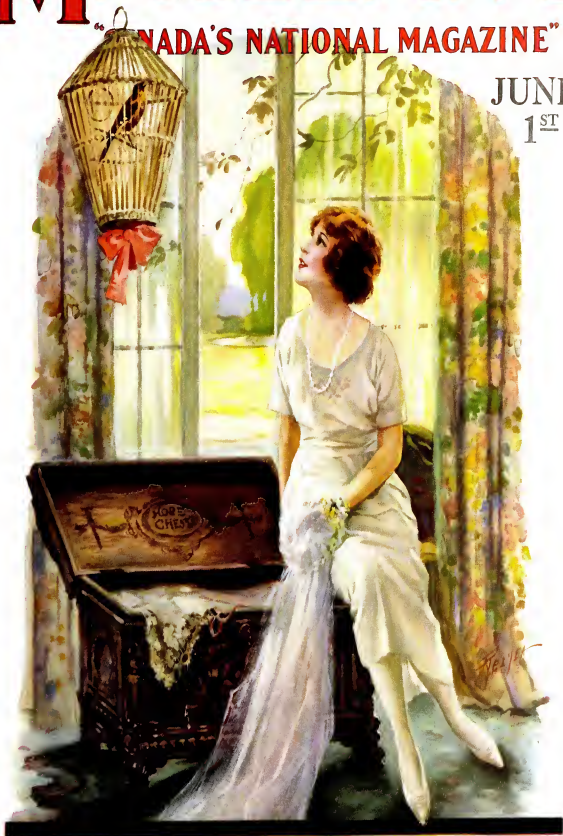


MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

JUNE
1ST





The Happiest Time of Her Life

Admiration, attention—groups of eager young men waiting for her appearance, and more prizes than she can change into—the wedding presents that the happiest time of a woman's life.

To win this popularity is a tragedy. Yet many girls are usually successful because of some lack in them.

What constitutes this charm is hard to define—but one thing is certain. The popular girl, the successful girl, the gay, happy, disinterested girl is always distinguished by a fresh, radiant skin.

Here is where the perfect complexion is the pride of many girls, but we consider it the key. It's a simple secret, discovered many thousands of years ago.

What your complexion

Every day you use LAKES A skinning of skin, dirt and grease and every day you apply your skin, and every day your skin is a little bit more old.

The Palmolive Company of Canada, Limited
MONTREAL TORONTO WINNIPEG

Value and efficiency produce
25-cent quality for only

10c

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cream. Thin clay, powder and cold cream give more the dry skin pores and fill them. Perhaps most complex is the drying. You can judge for yourself what happens if you fail to wash these accumulations away.

Once a day your skin needs careful, thorough cleansing to remove these clinging deposits. Otherwise you will never be efficient with cosmetics, skin-lotions and skin-creams.

How soap cleanses

Mild, pure, nothing soap, such as Palmolive, is a simple yet scientific cleanser. It dissolves clinging fatty particles, the network of skin pores and dissolves all dangerous deposits. Gentle massaging action then cleans.

When your skin is thus cleansed, it quickly responds each fresh, smooth surface. The beautiful complexion results in natural, glowing skin.

And the beauty-like qualities of the Palmolive bar soap keep your complexion delightfully soft.

Now, when your skin is healthfully clean, it is time to apply old cream. Now, powder and that touch of rouge are finished.

You can gather your good complexion and beauty one can so good by the means of this simple scientific cleansing.

Cleopatra's soap

With all classic people, bathing was a daily one never neglected. The nose of Cleopatra's experience would have been simple proof of her health in this ancient beauty secret.

Palm and olive oils were the cleansing soap—the same blend contained in our blend scientifically as Palmolive.

The lemon-like qualities which made them the most highly prized of all old world beauties, are repeated in Palmolive Soap.

A 10-cent luxury

The vast volume in which we produce Palmolive strongly the world-wide demand our quality is more than 11 made in small quantities for the price must be at least 25 cents. Standing money points us to offer this finest luxury soap for only 10 cents. That you can afford to treat Cleopatra's favorite luxury.

Use Palmolive for bathing and let it do for you body what it does for your face.

MADE IN CANADA



They Came in McLaughlins

Just days in road, Canada's very pleasure drive every 1 mile to find their broken repairs the maintenance of the McLaughlin. These new McLaughlin cars are the perfect, to rapid strength and safety superior to all other.

Built for Rugged Service in Canada

Canada's Standard Cars are built strong enough to withstand the most strenuous tests of Canadian highways and by-ways.

Because of this fact McLaughlin-Buicks stand up better, and after years of service command a proportionately higher re-sale value than any other make of car.

McLaughlin-Buick Cars are built—entirely assembled—in Canada.

Ask about the G.W.A. guarantee plan which protects for deferred payments.

McLAUGHLIN MOTOR CAR CO. Limited
Sole Agents of General Motors of Canada, Limited
ONTARIO, ONT.

Represented by Leslie Clark

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25-45 SPECIAL

BETTER CARS ARE BEING BUILT—AND McLAUGHLIN IS BUILDING THEM

McLAUGHLIN-BUICK

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Swift's Select Ham, Lard, Leaf, with Marmos and Cheese



Swift's Premium Ham Specialty



Swift's Premium Ham Specialty



Swift's Premium Ham Specialty



Swift's Premium Ham Specialty

Swift's Premium Cooked Ham

SPECIALLY Selected Hams, cured by the Inimitable Swift Premium Process that secures the mild sweet flavor—then bread and roasted into a convenient flat compact shape—just right for sandwich slices—and cooked to a delicious uniform tenderness.

No wonder Swift's Premium Cooked Ham is the first choice for the picnic basket, or the summer days' luncheon. And to the charm of its flavor and the convenience of its shape, is an extra touch, for it is enclosed in pure vegetable parchment wrapper—for your identification—for your protection.

Also on the warmer days lead the appetite to tender light and appetizing foods, there is also Swift's Premium Delicacies too. They will furnish you with varied meats and solve the hot weather food problem.

Swift's Premium Cooked Meat Specialties

For Hot Weather and Summer Outing Lunches
Look to Swift's Premium when ordering from your butcher or Grocer

Swift Canadian Co.

(Limited)

Toronto

Winnipeg

Edmonton



Alice, in all Wonderland found nothing so delicious as Post Toasties

EVERYBODY knows the wonderful story of Alice, and how she took a drink that made her grow into a teeny, weeny girl—And then how she ate the cake that had "eat me" written on it with carrots, and grew into a great, big girl, so tall she could scarcely see as far as her own feet.

In the delightful and fanciful story of "Alice in Wonderland," that was very wonderful food, you must admit. But not nearly so wonderful as Post Toasties are actually.

For these delicious, crisp, and satisfying corn flakes help little boys and girls to grow just the way they would like to grow. Not teeny, weeny, or not great big. But just right.

Post Toasties are the corn flakes you were called by their particular name be-

cause of their particular quality. In crispness, flavor and "body," Post Toasties have a charm which you are sure to recognize as belonging to them, alone.

You can't think of a more delicious dish for breakfast or lunch than a heaping bowl of Post Toasties right from the sun-sealed package, with cream or good milk, and a sprinkle of sugar if desired. Nothing quite like that flavor, and the wonderful oven-tenderness!

Post Toasties are easy to get and easy to serve, and there are many helpings from a package. All good grocers sell Post Toasties. To be sure of these perfect corn flakes, order by name and get the Yellow and Red package.

Post Toasties

— improved corn flakes

ALWAYS IN GOOD TASTE



Take a KODAK With You

It's all so easy the Kodak way, and the pictures, precious at the time, will be priceless to you later. You can spend your vacation and have it, too—in pictures.

Autographic Kodaks at your dealer's \$6.50 up

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